

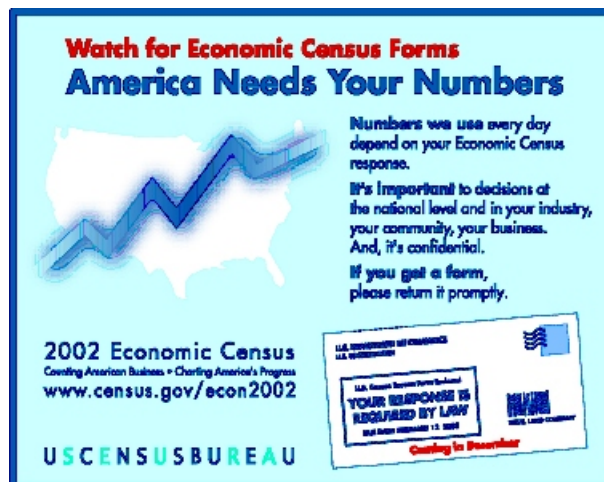
"The Economic Census is indispensable to understanding America's economy."

Alan Greenspan
Chairman, Federal Reserve

You can help encourage response to the 2002 Economic Census

Organizations like you can spread the word about the importance of this census. Here's how—

- **Write articles** about the census in your newsletters or other publications for business readers:
 - Nov-Dec 2002 "Watch for forms"
 - January 2003 "Get it done"
 - February 2003 "Forms due Feb 12"
- **Write an editorial** - or letter to the editor - noting the value of the Economic Census for your industry or area - encouraging businesses to answer the census.
- **Let your clients / readers know** you use - and value - information from the Census Bureau.
- **Carry census PSAs** (public-service ads) in your newsletter.
- **Put our banner ad on your website** - Link to www.census.gov/econ2002.



Resources for SBDCs -
see the "Help promote" link at the bottom of
www.census.gov/econ2002

Press releases
Story ideas
How people use the data
Questions and answers
Testimonials
PSAs and other graphics

Number of businesses to receive forms in your area
Links to data for your area or industry
Model articles
Sample editorials

For more information

E-mail: econ2002@census.gov
Phone: 1-877-790-1876

Small Business
Development Centers --

The 2002 Economic Census
Coming soon ...
to businesses near you!



www.census.gov/econ2002



U.S. CENSUS BUREAU
Helping You Make Informed Decisions • 1902-2002

Economic Census Key Dates

- December 2002 Five million businesses receive forms
- Feb. 12, 2003 Forms are due
- Early 2004 First results published

Economic Census Facts

- Census is conducted every 5 years.
- Compliance is required by law; responses are confidential --Title 13, US Code.
- Companies receive forms tailored to their industry and size. There are more than 600 versions of the basic form.
- Businesses report basic operating statistics for each location -- employees, payroll, and value of goods or services produced in 2002.
- Businesses can report electronically via the Internet.
- Businesses can use our help site to get answers to most questions -- www.census.gov/econhelp
- Our toll-free business help line is open 8 am to 8 pm EST, Mon-Fri: 800-233-6136.
- Results of the 2002 Economic Census will be published starting early 2004 at www.census.gov/econ2002.



The Economic Census Is Important ... for Everyone

- Federal agencies use the census as the basis for key measures of economic activity, such as monthly retail sales and Gross Domestic Product.
- Local agencies use the census for planning and economic development.
- Businesses get vital information for marketing and planning.
- Business groups and journals report key business facts and project future trends, based on census data.

Economic Census Introduces New Measures of Our Economy

The 2002 Economic Census forms include new questions to study the way business gets done, including first-ever measures of

- E-commerce activity, economy-wide
- Leased employment
- Supply chain activities

Business Leaders Speak Out

"The Economic Census is indispensable to understanding America's economy. It insures the accuracy of the statistics we rely on for sound economic policy and for successful business planning. Returning your economic census form helps us all."

— Alan Greenspan, Chairman,
Federal Reserve Board of Governors

"I urge all American businesses to participate and to provide complete and accurate data. American businesses and the American people will be the benefactors."

--Thomas Donohue, President,
U.S. Chamber of Commerce,

"Hard, reliable data are critical in evaluating where American business is, and where it needs to go."

— Jerry Jasinowski, President,
National Association of Manufacturers

"The economic indicators we read every day -- for policy and personal decisions -- are built on the quality of the Economic Census data."

Kathleen Cooper, Under Secretary,
US Department of Commerce

"When the Economic Census form arrives, look at it as a valuable use of your time. That information will help all of us as a nation perform more efficiently and probably more equitably. So, take the time, treat it as an act of responsible citizenship."

Roger Brinner, Chief Economist
Parthenon Group

Add your own testimonial. Write
econ2002@census.gov.